



CITY OF VERNAL SOCIAL MEDIA POLICY

Adopted: April 2023

City of Vernal departments may utilize social media to enhance communications with citizens subject to the following rules and guidelines:

1. All City of Vernal social media sites shall be approved by the City Manager. Each department shall be responsible for the content and upkeep of each social media site maintained by that department.
2. Posts and comments can be deleted if they contain or link to:
 - a. Comments supporting or opposing political campaigns or ballot measures;
 - b. Profane language or content;
 - c. Slanderous or defamatory attacks, or personal harassment
 - d. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - e. Solicitations of commerce;
 - f. Conduct or encouragement of illegal activity;
 - g. Information that may tend to compromise the safety or security of the public or public systems;
 - h. Content that violates a legal ownership interest of any other party; or
 - i. Off-topic discussions unrelated to Vernal City's programs, services, projects, issues, events, or activities
3. If a post or comment is deleted, a copy of the deleted post or comment is archived for record retention purposes.
4. Employees representing Vernal City via social media must conduct themselves at all times as a representative of the City and in accordance with all appropriate City of Vernal policies and standards.
5. Vernal City social media sites shall comply with federal, state and local laws, regulations, and administrative rules; Utah state law and relevant records retention schedules apply to social media formats and social media content.
6. The City's records officer is responsible for responding completely and accurately to any public records request for public records on the social media sites. If the information requested is available on the social media site, referral of the requester to the site will generally constitute compliance with the request.